

JANUARY STRIKE RUMOR DENIED

Wilson Will Provide Measure Should Adamson Law Fail.

By United Press

NEW YORK, Nov. 17.—Confident that if the Adamson Law should fail President Wilson will provide another measure which will give the railroad

workers their eight-hour day, heads of the various brotherhoods today scouted the possibility of a general strike in January. The possibility that the strike, on the basis of last summer's vote, would not hold good loomed up this afternoon and brotherhood officials said this question would have to be settled Monday at Washington.

Columbia Theater

ALWAYS A GOOD SHOW

TONIGHT and SATURDAY

BLANCHE SWEET

In
"Public Opinion"

Miss Sweet's notable characterization of sympathy

Also

2 Clever Comedies
"O. U. ROOSTER"
&
"MUTT & JEFF"



BLANCHE SWEET
Lasko-Paramount

HINTS FROM A BIG ADVERTISER

Put Your Money in Newspapers, Says Gimbel Bros.' Sales Manager.

From The Kansas City Star.

"Newspapers have proved themselves the most potent advertising mediums, because in them you find the avenue for reaching individual localities and reaching them quickly, more often and with astonishingly effective results," said Vinton M. Pace, advertising and sales manager of Gimbel Bros., before the commercial section of the Wisconsin Teachers' Association.

"Newspapers are indispensable in most every home, and advertising copy carried by any worthy daily automatically carries with it a certain prestige which the particular publication commands."

"The seemingly magic power exerted upon every branch of commercial activity by advertising was dwelt upon at length by Mr. Pace.

"Good advertising has reared great commercial institutions and developed gigantic manufacturing plants, such as the Ford Motor Company of Detroit, the National Cash Register Company of Dayton, the Burroughs Adding Machine Company and a thousand and one great organizations involving billions of dollars' worth of capital and giving employment to millions of men and women."

He emphasized the importance of truth, asserting his conviction that in time advertising will be believed by everybody.

WOMEN SURPASS MEN IN GRADE STANDING

Report of Committee Shows Sororities 6.2 Per Cent Above Fraternities.

DELTA GAMMA LEADS

Grades of Varsity Athletes Above Total Average of All Students.

The Committee on Statistics of the University has issued its report on the grades of the students for last year. It shows that the women of the University have a better grade standing than the men. The freshmen in the College of Arts and Science lead by 3.4 per cent over the freshmen in the College of Agriculture and 2.6 per cent over the freshmen in the School of Engineering. Varsity athletes rank 3.7 per cent higher than the men not in athletics. Class athletes are given a low rank in the report, their standing being 12.7 per cent lower than the general rank for men. Social fraternity men were reported by the committee to be 1 per cent lower than non-fraternity men, excluding freshmen. Social sorority women rank 1.2 per cent less than non-sorority women.

In the comparative standing of the fraternities, the Acacia and Phi Delta Theta fraternities are tied for first place with a rank of 99 per cent, which is 2.5 per cent higher than the non-fraternity rank, excluding freshmen. Sigma Phi Epsilon and Kappa Sigma are tied for second place with the rank of 98 per cent, and Phi Kappa Psi ranks third with 97 per cent.

Delta Gamma leads with 107 per cent among the social sororities, which is 5.3 per cent higher than the rank of non-sorority women, excluding freshmen. Alpha Phi is second with 104 per cent. Seven social sororities rank over 100 per cent while the highest fraternity rank is 99 per cent.

Seven social sororities rank over 100% while the highest fraternity rank is 99%.

Group of Students	%Cr.
Total of all Courses	95.4
Men of the University	93.3
Women of the University	100.3
Freshmen Arts and Science	89.5
Freshmen Agriculture	86.1
Freshmen Engineering	86.9
Varsity Athletes	97.0
Class Athletes	80.6
Men Not Athletes	93.3
Social Fraternities	95.5
Non-Frat. Excluding Freshmen	96.5
Social Sororities	101.7
Non-Sor. Excluding Freshmen	102.9
Social Sororities:	%Cr.
Non-Sorority Women, Excluding Freshmen	102.9
Delta Gamma	107
Alpha Phi	104
Kappa Kappa Gamma	103
Phi Mu	102
Kappa Alpha Theta	101
Delta Delta Delta	101
Pi Beta Phi	101
Chi Omega	99
Alpha Delta Pi	98
Social Fraternities:	%Cr.
Non-Frat. Men Excluding Freshmen	96.5
Acacia	99
Phi Delta Theta	99
Kappa Sigma	98
Sigma Phi Epsilon	98
Phi Kappa Psi	97
Beta Theta Pi	96
Pi Kappa Alpha	96
Sigma Chi	95
Sigma Nu	95
Phi Gamma Delta	95
Kappa Alpha	95
Sigma Alpha Epsilon	92
Delta Tau Delta	92
Alpha Tau Omega	89

TO OPEN 5 AND 10 CENT STORE

Woolworth Company to Have Branch Here After March 1.

The Woolworth Company of New York, a giant of the 5 and 10 cent store chain systems, has leased the building now occupied by the grocery store of Baker, Shaeffer and Scott on Broadway between Eighth and Ninth streets, for a term of ten years and six months, beginning January 1, 1916, and will open a store here. The building will be remodeled and enlarged and is expected to be ready for the new firm on March 1, 1916.

This will make 935 stores in operation under the management of the Woolworth Company. No article in the store will be sold for more than 10 cents.

Dr. McQuitty, Former Resident, Ill. A. D. Hawkins, 402 North Eighth street, has received a telegram from J. D. McQuitty of Correctionville, Ia., saying that Dr. W. S. McQuitty of that place is ill. No particulars were given. Doctor McQuitty is a former resident of Columbia. He is 60 years old. His father, Andy McQuitty, died in Columbia last winter.

JAMES R. McDONNELL DIES

Columbian Born in a Log House Here Seventy-Nine Years Ago.

James R. McDonnell, who was born in a log house at the corner of Broadway and Hitt streets 79 years ago, died yesterday evening at his home, 304 North Ninth street. For the last two months he had been bedfast.

Funeral services will be held at 11 o'clock tomorrow morning at the Grandview church, 12 miles northeast of Columbia, and will be conducted by the Rev. T. H. Swearingen of Fayette, and the Rev. C. C. Grimes, pastor of the Broadway Methodist church. Burial will be made in the church cemetery.

Mr. McDonnell's father, a native of Ireland, was the owner of a tanyard here. Later he moved to a farm two miles east of Murray, Mo., in Callaway County. James R. McDonnell lived there until 1881, when he moved to a farm near Centralia.

In 1894 he moved to Hallsville where he was in the real estate business until six years ago, when he moved to Columbia. He was a charter member of the A. O. U. W. at Centralia and took an active part in Methodist church work. He was a trustee of the Oak Chapel Church, east of Columbia.

Mr. McDonnell's marriage to Miss Mary Robertson on January 10, 1861, was the result of a romance which began when she hid him in the attic of her home from Federal soldiers during the Civil War. Besides the wife, three sons survive. They are Dr. C. H. McDonnell, Sacramento, Cal., Emmett and E. B. McDonnell of Columbia. There are five grandchildren; Mrs. L. E. Renie, Ira McDonnell and Roy McDonnell, all of Columbia; Mrs. J. M. Linger, Kansas City; and Ernest McDonnell of Stanberry.

Class Football to Be Monday.

The senior-freshman football game that was to be played tomorrow afternoon before the Drake game has been postponed until 3:30 o'clock Monday afternoon. The game will be for the class championship of the University.

Victim of Runaway Buried Today.

The funeral services of Leslie Tolson, who died of injuries sustained in a runaway Wednesday, were held at 2 o'clock this afternoon at the New Providence church. Burial was in the Providence cemetery.

Save business hours by using

"Katy" to St. Louis



A Sensible Cigarette delivers COMFORT

If you think of Fatimas as being in a class by themselves, it must be due to one and only one reason—

Fatimas actually deliver a service that no other cigarette can give.

If you are smoking Fatimas you have discovered this. You have found that their delicately balanced Turkish blend is comfortable. That is why Fatimas leave you feeling fine and fit even

after an unusually long-smoking day. Surely—a comfortable smoke must be a sensible smoke.

Liggett & Myers Tobacco Co.



20
for
15¢

FATIMA

A Sensible Cigarette

Merchants---Do You Sell any of this Merchandise?

The Missourian is now carrying the advertising of this NATIONALLY ADVERTISED MERCHANDISE. The advertisements are placed in the Missourian and paid for by the manufacturers. The products are standard and are a credit to the store that handles them. Customers are interested in these lines, because they read about them in their Missourian.

Harper & Bros., Publishers, New York City.

Lorillard Tobacco Company, New York City.

Swift & Co., Chicago, Manufacturers of food products, etc.

Coca Cola Company of Atlanta, Ga.

Anheuser Busch Brewing Company of St. Louis, manufacturers of Bevo.

Walter S. Dickey Clay Pipe Manufacturing Co., of Kansas City.

Liggett and Myers Tobacco Company of New York City.

American Tobacco Corporation of New York.

William Demuth Company of New York, manufacturers of "Wellington" pipes.

Price Baking Powder Company of New York.

Bradley Knitting Company of Delavan, Wis., manufacturers of "Bradley" Sweaters.

Ed. V. Price Tailoring Company of Chicago, makers of Tailored to order suits.

A. G. Spalding Company of New York, manufacturers of sporting and athletic goods.

George P. Ide Company of Troy, N. Y., makers of "Ide" collars.

Cluett, Peabody & Company of Troy, N. Y., makers of "Arrow" collars.

Conklin Pen Manufacturing Company of Toledo, Ohio, manufacturers of Conklin Pens.

Western Union Telegraph Company of New York.

Lovell-McConnell Company of New York, manufacturers of the well known "Klaxon" automobile horn.

Continental Tailoring Company of Chicago, tailored-to-order clothes.

The Ukulele Co., of Atlanta, Ga. and Honolulu.

Merchants will do well to watch for these advertisements as they appear in the Missourian and keep the merchandise prominently displayed in their stores.

The Daily Missourian

Member Audit Bureau of Circulation

Winter Tourist Fares via WABASH

Mobile, Ala. - - - \$33.90	Brownsville, Tex. - - - \$47.60
Jacksonville, Fla. - - - 45.85	Corpus Christi, Tex. - - - 41.30
Palm Beach, Fla. - - - 64.35	Dallas, Tex. - - - 26.40
Pensacola, Fla. - - - 33.90	Eagle Pass, Tex. - - - 41.90
Savannah, Ga. - - - 43.10	El Paso, Tex. - - - 48.95
Augusta, Ga. - - - 39.55	Fort Worth, Tex. - - - 26.40
St. Augustine, Fla. - - - 48.15	Galveston, Tex. - - - 35.05
St. Petersburg, Fla. - - - 57.45	Houston, Tex. - - - 35.05
Tampa, Fla. - - - 57.45	Laredo, Tex. - - - 41.45
New Orleans, La. - - - 35.60	San Antonio, Tex. - - - 35.30
Pass Christian, Miss. - - - 35.60	Charleston, S. C. - - - 43.10

Corresponding low fares to many other points in the South and Southwest. Tickets to points in Texas on sale daily until April 30th, good returning until May 31st, 1917, and to other points on sale daily until April 30th, good returning until June 1st, 1917. Liberal stop-over privileges.

Round trip fare to points in California, going one route, returning another, on sale daily with nine months return limit; one way via Portland at additional cost.

For particulars as to routes and stop-over privileges write or call on

J. C. ABBOTT, Agent, Columbia, Mo. Sta.

EARLE LIND, Division Pass. Agent, Moberly

J. D. McNAMARA, Pass. T. Manager, St. Louis